

Message Text

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ACTION EA-10

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FM AMCONSUL OSAKA KOBE

TO USDOC WASHDC

INFO SECSTATE WASHDC 1674

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E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CONSUMER GOODS PROMOTION APRIL 1975

FOR OIM KELLY

REF: USDOC 13997 ET SUPRA

1. STRONGLY SUGGEST SUBJECT BACK - TO-BACK SHOW COME

TO CONSULATE GENRAL TRADE CENTER (AMDO).

2. WESTERN JAPAN REPRESENTS \$125 BILLION MARKET OF

40 MILLION PEOPLE QUITE DISTINCT FROM EASTERN JAPAN

FOR BOTH SPORTING AND LEISURE GOODS; AND HOUSEWARES.

OSAKA IS WHOLESALE BUYING CENTER FOR ENTIRE WESTERN JAPAN.

LARGE BUYERS LIKE TAKASHIMAYA, DAIMARU, HANKYU, HANSHI,

SOGO AND DAI-EI ARE HEADQUARTERED IN OSAKA. CENTRAL BUYING

BY DEPARTMENT STORES IN JAPAN IS OBSERVED MAINLY IN THE

BREACH WITH MOST WESTERN JAPAN PURCHASES MADE BY OSAKA BUYERS.

HENCE, IN GENERAL, OSAKA BUYERS WILL NOT GO TO TOKYO AND

TOKYO BUYERS WILL NOT BUY FOR WESTERN JAPAN MARKET.

3. INDICATION OF MARKET POTENTIAL IN OSAKA IS FACT

THAT IN FIRST 3 MONTHS OF FY - 75 AMDO HELD 15 CONSUMER

GOODS BSPTS YIELDING \$5.5 MILLION IN PROJECTED ANNUAL SALES.

IN PAST FOUR MONTHS CONSULATE GENERAL HS SUBMITTED NEARLY

ONE HUNDRED TRADE OPPORTUNITIES INLEISURE/SPORTING GOODS

AND HOUSEWARES FIELD ALONE. PROJECTED ANNUAL SALES FROM

THESE TRADE OPPORTUNITIES ARE OVER \$25 MILLION.

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FOR HUNDRED TRADE OPPORTUNITIES SUBMITTED BY THIS POST

REPRESENTING WELL OVER \$150 MILLION IN PROJECTED
ANNUAL SALES ARE FURTHER EVIDENCE THAT A VERY LARGE, FERTILE
MARKET EXISTS IN WESTERN JAPAN. INCIDENTALLY, RECENT SOUTH
CAROLINA IOGA IN 2 DAYS YIELDED \$19.3 MILLION IN PROJECTDD
ANNUAL SALES OF FISH, CATTLE PRODUCTS AND PEANUTS.

4. FIRMLY BELIEVE THAT FOR EFFECTIVE SATURATION OF TOTAL
JAPANESE MARKET, U.S. EXHIBITORS MUST MAKE DUAL APPROACH
WITH SEPARATE EFFORTS IN TOKYO AND OSAKA.

5. FOR POSSIBLE RECRUITING LEADS, CONSUMER GOODS T.O. NUMBERS
AND SOME FURTHER INFORMATION ON WESTERN JAPAN MARKET BEING
AIRMAILED.

6. ACTION REQUESTED
THAT USDOC ADD AMDO AS TANDEM SITE FOR SUBJECT PROMOTION.
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